

LEADERSHIP IN ACTION ENERGIZES BUSINESS GROWTH

ABOUT TAWAS PLATING COMPANY. Tawas Plating Company and Tawas Powder Coating, Inc. (TPC) opened its doors in 1954 in Tawas City, Michigan. With close to 60 employees, TPC provides the automotive, medical, heavy equipment, and other industries with zinc electroplating, nickel electroless plating, and powder coating services.

THE CHALLENGE. After the Great Recession, TPC leadership knew they had to make some changes. They worked with the Michigan Manufacturing Technology Center (MMTC), a NIST MEP affiliate, to identify new markets for the company. Diversifying revenues to non-automotive customers would help the company continue to grow in challenging economic times.

MEP CENTER'S ROLE. In an effort to gain a better understanding of their company's strengths and weaknesses, TPC executives Kevin Jungquist and Brian Plawecki partnered with MMTC to go through the Leadership in Action (LIA) Workshop. The LIA Workshop consists of an on-site two-day assessment and a three-day executive workshop. The on-site assessment analyzes all facets of the organization and includes a workforce engagement survey.

The findings from the assessment and workforce engagement survey identified areas where an investment in time, effort, and money would have exceptional returns for TPC. After the on-site assessment, TPC used the time spent in the three-day executive LIA workshop to build a strategic action plan, addressing the areas identified for improvement as well as tactics to leverage their strengths to achieve greater success. The workshop left the team energized, with clear objectives.

The findings from LIA pushed TPC to employ MMTC to accelerate the changes. MMTC helped train TPC staff on elements of Lean manufacturing techniques and how to apply those techniques to their operations. The company increased sales and improved productivity. TPC successfully diversified to the heavy equipment and medical industries, and that diversification continues to grow.

"MMTC is a vital partner to our competitiveness. They have helped us boost productivity well over 15%, gain over a \$300,000 in new sales, and map out our strategic path to gain even greater success. We couldn't do it without them!"

-Kevin Jungquist, President

RESULTS



\$300,000 in new sales



Access to two new markets with **10%** of revenue in these new markets



Improved productivity by **15%**

CONTACT US



45501 Helm St.
Plymouth, MI 48170



(734)451-4200



www.the-center.org

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